Grande Prairie Herald
Historical Edition.

W. D. ALBRIGHT, SUPERINTENDENT OF EXPERIMENTAL STATION IS MOST ENTHUSIASTIC PUBLICITY AGENT.

The greatest publicity agent the Peace River country has ever known is that quiet, soft spoken personage who presides as superintendent of the sub-experimental station at Beaver Lodge, William Donald Albright.

Greatest because none values the power of the press more; because every word and fact offered for publication is based on actual practical experience; because from early boyhood his fixed amibition has been to farm better than the average; because his keenest pleasure is found in helping others; because, he enjoyed ten years experience as a member of the fourth estate (journalism) on two of the outstanding farm journals of Canada.

Born in the garden of Ontario at South Cayuga, on August 15th, 1881, educated in the public schools, with two years in high school, and one year junior Matriculation, yet always with his eyes turned toward agriculture, it is not surprising to learn that he later took a two-year associate course in the Ontario Agricultural College at Guelph.

While employed on the Ontario dairy farm of F.W. Hoson, then Dominion Livestock Commissioner, he was recommended for an assistant editorship of the MARITIME FARMER, at Sussex, N.B. On arrival at Sussex he found his position to be that of Editor-in-chief, but that he proved capable is evidenced by an offer (which was accepted) coming a year and a half later

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to become associate editor of the FARMERS' ADVOCATE at London, Ontario. Three years later Mr. Albright became managing editor of the ADVOCATE, a connection he maintained for a further five years, until the decision was reached to remove to the Peace River.

About the beginning of 1911 Mr. Albright persuaded his publishers to purchase and operate Wildwood Farm, near London. Management of this farm was directly in charge of him and the work carried on was similar to that for which he has become noted here in the Peace.

It was during this period, on May 22nd, 1908, to be exact that he realized another ambition when Miss Eva Belle Lossing, a talented educationalist and musician formerly of Summerville, Ontario, became Mrs. W. D. Albright.

Mr. Albright's parents, sister and one brother still reside at the old home in Ontario. One brother is deceased.

Resigning his post at the end of August 1913, Mr. Albright, accompanied by Mrs. Albright and their young daughter Florence Eileen, started the long journey to the far Peace River country. It might be mentoned here that Mrs. Albright's parents, Mr. and Mrs. R.C. Lossing had settled at Beaver Lodge in 1909 and were sending back east glowing accounts of the fertility of the soil and opportunities awaiting in the Peace.

Their journey north from Ed (sic).....cache steamboat up the Athabasca, then by a little freight-cache steamboat down the Athabasca river and across Lesser Slave Lake to Grouard, thence by wagon (and about half way afoot)

over the long overland trail to Beaver Lodge, where they arrived on October 26th.

Early in 1914, realizing that the north had many problems to be solved, Mr. Albright wrote Dr. J.H. Grisdale, then Director of Dominion Experimental Farms and offered to make a few gratuitous tests during 1914. The offer was promptly accepted and it was equivalent to being the birth of the Beaver Lodge substation. In view of the success of those first tests, the department in 1915 offered Mr. Albright $200 to continue the work. This was hesitatingly accepted. In 1916 the offer was increased to $400. In 1917 it was repeated but at this time Mr. Albright was seriously considering enlistment for overseas and it was not until Dr. Grisdale offered to lease 20 acres of his land and pay a parttime salary, that he gave up his enlistment thoughts and reluctantly settled downto give his close undivided attention to the experimental work.

From this small beginning, the Beaver Lodge sub-station has grown to a point where 70 acres are now plotted and used for intensive study, under the supervision of Mr. Albright, assisted by a staff ranging from six in winter to fourteen and fifteen during the summer months.

Mr. Albright owns three-quarter sections, which is farmed on his personal account by efficiently supervised help.

In addition to his multiplicity of duties, Mr. Albright finds the time to visit practically every community in the

Peace River (including the B.C. Block) every summer, attending field days, visiting the five illustration stations to collaborate with their owners and operators and delighting vast audiences with his inimitable lectures, many of which are backed with thousands of colored slides made from photographs taken by him personally.

Always a keen supporter of community endeavours and having served several terms as president of the Beaver Lodge Board of Trade, it was largely through his indefatigible efforts that the Associated Board of Trades of the Peace River organization was effected in 1931. Mr. Albright served as its president for two years, carrying it through its most difficult period.

Scores of weekly newspapers in Western Canada recognize the value to their readers of his "Timely Hints" published each week, which brings solutions to many of the problems confronting the farmers, horticulturists and livestock breeders of the West.

"It is a pleasure as well as a duty to serve," has been the motto of the man who has accomplished much to make conditions in the Peace River more helpful for its residents.

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MRS. ALBRIGHT IS TALENTED AND GRACIOUS HOSTESS

Described as one of the most charming and hospitable ladies of the Peace, by both noted visiting dignitaries and local residents, Mrs. Eva Belle Albright has won for herself almost as much honor as has her well known husband, W.D. Albright.

The beautiful Albright home surrounded by its spacious velvety lawns, bordered with flowers of every hue and variety occupies a prominence from which can be clearly seen the snow-capped peaks of the Rocky Mountains far to the south.

All of the pleasure of a visit to the Albright home is not confined to the beautiful surroundings, nor the magnificent view. Much of that pleasure is encompassed in the genial welcome extended by its charming hostess and her lovely daughter. Whet er you happen to be the Governor General of Canada or merely a newly arrived settler in the north, you are immediately made to feel at home.

Eva Belle Lossing was born at Summerville, Ontario, the only daughter of Richard Cromwell and Mary Ann Avey Lossing, successful farmers.

A brilliant scholar, passing her entrance exams at ten, public school leaving at eleven to be followed with a brilliant record in the Woodstock Collegiate Institute where she took two years work in one and won a scholarship in mathematics and moderns, and a first class teachers' certificate.

In music Miss Lossing also made remarkable progress, becoming a brilliant pianist.

It was in May, 1908, that she became Mrs. W.D. Albright and as a helpmeet and homemaker has registered her greatest achievements. Three children have blessed the union, Florence Eileen, born at London, Frederick Bruce and Robert Gordon at Beaver Lodge. The children have shown traits of inheritance from their talented mother and it is expected they will make a mark of their own in the near future.